Waste Less.

Achieve More.

OUTREACH TOOLKIT

Prepared for: City of Palo Alto, City of Santa Monica, City of Berkeley, City of Aspen

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PLAN OVERVIEW

Objective

To gather information from qualified firms and others with expertise on the state of greenhouse gas (GHG) reduction technologies, programs, and services that would result in real reductions of GHG emissions within Your City.

Goals

Through various forms of outreach, The City seeks Request for Information (RFI) responses with specific strategies that can deliver measurable and scalable GHG emissions reductions provided by various industry sectors. In particular, The City is most interested in measures that, unlike traditional carbon offsets, directly reduce local and/or regional consumption of natural resources that contribute to climate change.

The targets are ambitious, as a community we are looking for ways to:

- Reduce emissions according to each city's Climate Action Plan (CAP)
- Promote alternative transportation strategies
- Capture energy savings
- Reduce the use of natural gas and encourage fuel switching
- Develop local renewable energy projects
- Encourage land use projects that sequester carbon in the local community
- Divert and reduce city's waste stream.
- Promote green building development and retrofits
- Encourage production and consumption of local foods

Solution

This document provides information on how to implement a **1) Request for Information** and/or **2) Ideas Competition** related to your city's greenhouse gas reduction goals.

Resources

Included in this document are a variety of resources for use by the City including:

- Vendor Outreach
- Distribution & Messaging
- Platform Selection

VENDOR OUTREACH

The first step in implementing a successful RFI is to identify relevant vendors that will be able to submit proposals that follow the guidelines set up by cities.

Conferences

Conferences bring together networks of individuals, organizations, governments, and businesses from across the globe annually each year to develop ideas, discuss best practices, and plan for the future of sustainability Conferences are great place for you to network face-to-face with potential funders and vendors including:

- Verge Conference
- ACEEE Intelligent Efficiency Conference
- Go Green Conference
- IAIA16: Resilience and Sustainability
- MiaGreen Expo & Conference
- Global Sustainability Standards Conference
- California Climate Symposium
- California Adaptation Forum
- Climate Week NYC
- SOCAP
- Rising Seas Summit
- BSR Conference
- New Partners for Smart Growth Conference

Business/Professional Networks

Aside from your local chambers of commerce, there are a variety of local and national trade associations and business networks whose target members are potential vendors and participants in your RFI or competition including:

- American Sustainable Business Council
- Association for Bay Area Governments (ABAG)
- B Corporation
- Business Alliance of Local Living Economies (BALLE)
- Green Cities California
- ICLEI
- Pacific Coast Collaborative
- Urban Sustainability Director Network
- United States Green Building Council

VENDOR INFORMATION

There are a number of ways to find vendors and later sections of this plan will help you communicate with them effectively. Eventually, the goal is to compile the vendor list in an email listserve to send out announcing the RFI and/or Ideas Competition.

Using your networks and the company's website, its important that you gather all the relevant information in order to be able to appropriately contact them about your proposal (see next section on Messaging):

- Sector/Industry
- Contact Information
  - Email
  - Phone Number
- Website

DISTRIBUTION

MESSAGING

The use of digital tools like social media and email can be useful for gathering supporters around the idea competition. However, asks for funding, bid submissions and connections to others in the professional network are always more effective in-person. For this reason our online outreach makes a smaller asks first, specifically for the opportunity to talk more in person or over the phone about the idea challenge.

Coalition building around an idea challenge or RFI is based around forging lasting relationships between individuals. Breaking the digital divide and engaging directly with key stakeholders engages them to catalyze contributions that add to the greater vision of reducing emissions in the local community and making real strides to mitigate the sources of climate change. Tweets, Facebook Likes and online hype is important for driving engagement but measurable change will occur through finding strategies that generate real outcomes including:

1. Gathering completed quality solution submissions through the Google form.
2. Gathering of funding to act as a cash prize or to fund qualified programs with measured outcomes.
3. Engagement of a network of volunteers and allies who can act as messengers on behalf of the cities facilitating the idea challenge or RFI.

Provided below are examples of outreach correspondence used by the Presidio Graduate School Team throughout the development of the idea challenge:

Emails

APPENDIX A

Emails are a quick way to promote your program to your personal network and secondary network. The emails in this template are designed to set-up an in-person or phone call conversation with the other party. Appendix A contains emails about collecting submissions and seeking funding for your program through your personal network and secondary connections.

Social Media Plan

APPENDIX B

Social media is best leveraged for larger community engagement, rather than for targeted asks. Services like Twitter and Facebook are better utilized to spread access to key links, resources and as a platform to demonstrate your cities desire to act with leadership on climate change.

Phone Calls

APPENDIX C

Phone calls and in-person meetings are one of the most effective ways to engage vendors and funders in submitting proposals for an RFI or an ideas competition. This template provides a phone call or in-person elevator pitch template about the RFI/ideas competition for potential vendors and funders.

Press / Media Outreach

APPENDIX D

Announcing your program is one of the most important steps in gaining support and collecting responses. This appendix lists aligned media outlets and other sources to promote your city's new program to targeted businesses and organizations.

IDEAS COMPETITION

Depending on political, economic or cultural factors within your organization you may want to consider an alternative to an RFI. Our team has developed a plan for implementing an Ideas Competition, as an opportunity to engage stakeholders that may have been excluded in an RFI process for various reasons. The ideas competition is adaptable to the city's needs and can bring in proponents of community engagement to the process of reducing the city's greenhouse gas emissions. Idea competitions can be facilitated on behalf of the city by a third party. For example, the Cities of Berkeley and Palo Alto are facilitating the process through a consulting team and Presidio Graduate School. Local organizations with similar visions for sustainable development in their community may create collaborative opportunities for your city, and offer a way to drive higher stakeholder and community engagement.

PLATFORM SELECTION

When selecting a platform to utilize for your city's idea competition, it's important to first consider the available budget, available employee resources to manage the platform, and any legal considerations that may impact the implementation of the competition and use of the platform. While exploring the platforms, it's a good time to start thinking about the structure of your competition including whether or not you will offer prize funding, whether it will be crowd sourced, and any additional evaluation of the submissions you'd like the implement.

Each site offers case studies and examples of similar approaches to holding an ideas competition in various settings so use them as best practices and maybe even reach out to those cities to ask them questions.

WISHPOND

https://wishpond.com

Features:

- Has been used in cities such as San Francisco, Vancouver
- Pricing available monthly or annually
- Ability to upgrade to higher tier of subscription during use
- Offer free live demo with specialist
- Ability to custom build landing page

Cost: Starts at $119/month for 2,500 leads

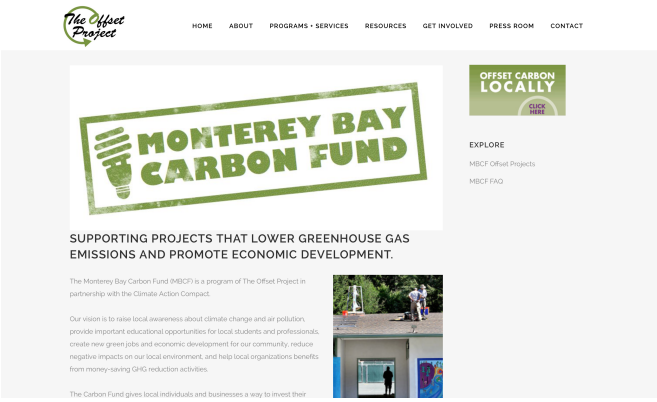
Case Study: Using Social Media for Customer Driven Product Design

Summary: Fishpond is a good opJon for a city who's looking for a subscription plan and wants to host more than one competition within one year.

GHG REDUCTION STRATEGY

THE OFFSET PROJECT

http://www.theoffsetproject.org



Features:

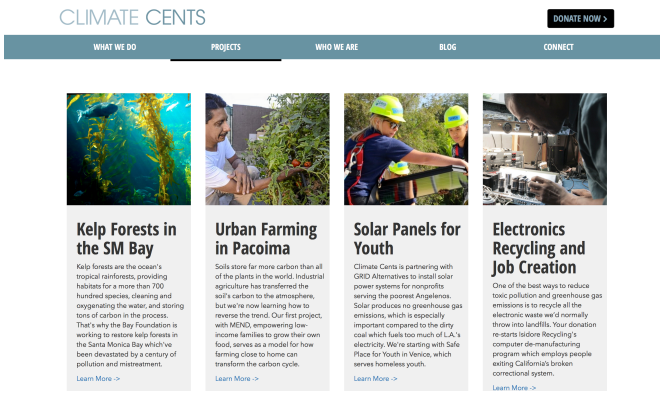
- Works with individuals, municipalities, businesses and special events to establish sound waste policies and implement best practices in environmental stewardship
- Has their own online carbon calculator
- Subsidizes costs associated with renewable energy projects and energy efficiency projects in the Monterey Bay Region through individual and business offsets.
- Focused in energy including EV projects and solar PV installations

Cost: Determined by consultation

Summary: Creating a local offset project using the Offset Project or the Monterey Bay Carbon Fund is very location and very project specific. There may be opportunity in the future for wider collaboration but as for an easy solution to finding an online platform for you ideas competition, this may take a little longer.

CLIMATE CENTS

https://www.climatecents.org



Features:

- Designed for crowdsourced voting on local projects
- Specific to climate change goals and projects
- Limited customization of landing page
- Features donation model to raise money for projects
- Measures and tracks carbon reduction impact

Cost: Determined by consultation

Summary: Climate Cents is a quick, easy opJon to host an ideas competition specific to climate goals.

CIVIC MAKERS SOLUTIONS (BETA)

http://civicmakers.org

Features:

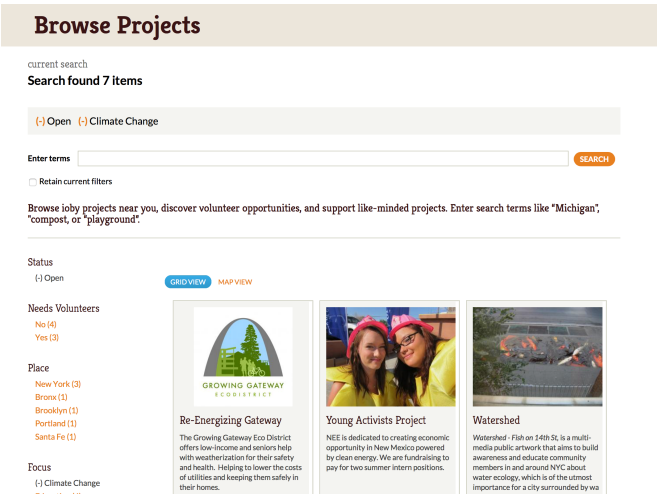
- Focused on civic technology and governance in cities
- Part product showcase, part knowledge sharing community
- Offers community backspace with volunteer support for projects

Cost: Determined by consultation

Summary: Civic Makers could potentially be a great partnership for a city and a flexible tool to use while in Beta.

IOBY

http://ioby.org



Features:

- Identify new leadership in vulnerable communities
- Unlock citizen philanthropy for block and neighborhood-scale initiatives
- One-on-one technical assistance
- Campaign planning tools, trainings, and workshops
- Access to likeminded community of people in the area who care about urban environmental and neighborhood work

Cost: Determined by consultation

Summary: ioby is a crowd-resourcing platform for citizen-led, neighbor-funded projects while being able to measure and report impacts to share with donors who support projects in their neighborhoods.

APPENDIX A: EMAILS

EMAILS - RECRUITING SUBMISSIONS/TECHNICAL ASST. PARTNERS:

OUTREACH TO A PERSONAL CONTACT

Hello (their name),

I hope this email finds you well. I am (your name), (your position) at (your organization) and I am working on with a team to organize an (idea challenge/RFI) around meeting the climate action plan goals of the (Your City). By leveraging our networks in our local communities, we aim to gather submissions from vendors and assistance partners to help hit ambitious 2020/2050 reduction targets. I think

Would you be interested in setting up a 15 min conversation in-person or by phone to discuss how your organization can play a role? I look forward to hearing from you!

[*optional*]: We are also on the lookout for funding for a cash prize, and good fits for a panel of judges.

Thank you,

(Your Name)

OUTREACH TO A NETWORKED CONTACT (1ST DEGREE OF SEPARATION)

Hello (their name),

I hope this email finds you well. I am (your name), (your position) at (your organization) and I was provided your contact information through (reference name) who suggested that I reach out in regards to one of the projects I have been working on.

In summary, I am working on with a team to organize an (idea challenge/RFI) around meeting the climate action plan goals of the (Your City). We are in the process of collecting submissions from vendors and assistance partners to help hit ambitious 2020/2050 sustainable development goals for the city.

[*optional*]: We are also on the lookout for funding for a cash prize, and good fits for a panel of judges.

Would you be interested in setting up a 15 min conversation in-person or by phone to discuss how your organization can play a role? I look forward to hearing from you!

Thank you,

(Your Name)

EMAILS - SEEKING FUNDING

OUTREACH TO SECONDARY CONTACT

Hi *(their name),*

I got your contact information through *(reference name)* who suggested that I reach out in regards to one of the projects I have been working on.

In short, my team and I are working with the *(your city)* to run a *(Climate Solutions Idea Challenge/RFI)* meant to leverage the embedded individual and organization knowledge in the community to find scalable and measurable solutions to climate change.

We are gathering submissions from vendors and assistance partners to help hit ambitious 2020/2050 sustainable development goals for these cities, specific mostly to greenhouse gas reductions programs. We are also on the lookout for funding for a cash prize, and good fits for a panel of judges.

Would you be interested in setting up a 15 min conversation in-person or by phone to discuss how your organization can play a role? I look forward to hearing from you!

My Best,

(Your Name)

OUTREACH TO PRIMARY CONTACTS

Hi *(their name)*

I hope this email finds you well! I'm emailing on behalf of *(your organization/city)* and we're planning a *(Climate Solutions Idea Challenge/RFI)* meant to leverage the embedded individual and organization knowledge in the community to find scalable and measurable solutions to climate change.

We are gathering submissions from vendors and assistance partners to help hit ambitious 2020/2050 sustainable development goals for these cities. We are also on the lookout for funding for a cash prize, and good fits for a panel of judges.

Are you available for a 15 min conversation in the next couple weeks to hear more about our project either in person or by phone?

My Best,

(Your Name)

APPENDIX B: SOCIAL MEDIA PLAN

TWITTER:

Relevant Hashtags:

#ActOnClimate

#ClimateChange

#CleanTech

#Sustainable

#COP21

Key Accounts:

- Your City/Department's Social Media Accounts - Facebook, LinkedIn, Twitter
- Individual Accounts

Sample Posts:

#ClimateAction is happening @(yourcity). Learn about how the community is stepping up through our Climate Solution Idea Challenge (LINK).

@(yourcity) is are excited to share how we are working to #ActOnClimate. Our Climate Solutions Idea Competition is now live - APPLY NOW. (LINK)

Shortening Links:

Given the character limits of services like Twitter HTML links often need to be shortened in order to fit into the character limit. There are various options for trimming down your URL code. Google provides a free URL shorter which can do this for you.

Use Images:

Social media engagement is much higher for posts that include an image in their messaging. We recommend using images from your own community coalitions who are working on climate change. Alternatively, images can be borrowed from this report to help build the brand around your RFI or Idea Competition.

APPENDIX C: PITCH TEMPLATE

FOR PHONE CALLS WITH VENDORS

YOU: Hi, may I please speak with *(contact person, if applicable)*?

My name is *(your name)* and I'm (*your position)* for *(your organization/city)* looking to identify opportunities to collaborate with vendors like you to achieve our ambitious climate action plan goals. We want your participation in an *(Request For Information/Idea Challenge)* designed to collect, evaluate and inspire scaleable solutions around emission reductions.

Do you have time to hear more about the opportunity?

If not interested:

Thank you for your time. If you change your mind you can find more information at *(website)*, give us a call at *(phone number)*. Have a good day!

If interested:

Great! We're looking for information about specific strategies that can deliver measurable and scalable GHG emissions reductions. In particular, the City is most interested in measures that, unlike traditional carbon offsets, directly reduce local and/or regional consumption of natural resources that contribute to climate change. We heard of your company through *(reference)* and thought your services align with the RFI. Does this sound like something you'd be interested in participating in?

Wonderful. I'd be happy to send over the proposal materials and details about the submission. *(Ask for their email)*

The deadline for submission is (deadline date) and we're seeking *(submission type - ideas competition, email, mail, etc.)*

It was great speaking with you! We're looking forward to your proposal.

FOR PHONE CALLS WITH POTENTIAL FUNDERS:

YOU: Hi, may I please speak with *(contact person, if applicable)*?

My name is *(your name)* and I'm *(your position)* for *(your organization/city)* hosting a unique *(competition/RFI)* to identify opportunities to collaborate with vendors to achieve our city's ambitious climate action plan goals. We're looking for partners in this collaboration to help with funding for proposed city projects.

Do you have time to hear more about the opportunity?

If not interested:

Thank you for your time. If you change your mind you can find more information at *(website)*, give us a call at *(phone number)*. Have a good day!

If interested:

We are quickly approaching an official announcement for the challenge to begin by *(date)*. We are leveraging our networks in these communities as much as possible to gather submissions from vendors and assistance partners who have programs that can help hit ambitious 2020/2050 emission reduction targets and sustainable development targets like zero waste goals, alternative transportation methods, and renewable energy portfolio standards. We are also on the lookout for funding for a cash prize and wanted to see if you have any ideas for potential sponsors in your network.

Are you available sometime in the coming weeks for a 15 min conversation?

It was great speaking with you! We're looking forward to meeting you.

APPENDIX D: PRESS & MEDIA LISTS

Media Outlet	Website	Contact
Triple Pundit	www.TriplePundit.com	http://www.triplepundit.com/contact/
GreenBiz	www.GreenBiz.com	editor@greenbiz.com
ASBC	www.asbcouncil.org	dbrodwin@asbcouncil.org
Grist	www.grist.org	http://grist.org/contact/